

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Eric J. Horvitz et al.  
Serial No.: 10/610,487  
Confirmation No.: 5330  
Filed: June 30, 2003  
For: POSITIONING AND RENDERING NOTIFICATION HERALDS  
BASED ON USER'S FOCUS OF ATTENTION AND ACTIVITY  
Examiner: A. A. Zahr  
Art Unit: 2175

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I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted via the Office electronic filing system in accordance with § 1.6(a)(4).

Dated: January 4, 2010

Electronic Signature: /Eileen M. MacKenzie/

**AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION**

**Mail Stop Amendment**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated October 1, 2009, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page **2** of this paper.

**Remarks/Arguments** begin on page **11** of this paper.